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**Return of Organization Exempt From Income Tax**  
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)  
Do not enter social security numbers on this form as it may be made public.  
Information about Form 990 and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

**A** For the 2014 calendar year, or tax year beginning and ending

<b>B</b> Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<b>C</b> Name of organization <b>Grocery Manufacturers Association</b>		<b>D</b> Employer identification number <b>53-0114930</b>
	Doing business as		<b>E</b> Telephone number <b>(202) 639-5900</b>
	Number and street (or P.O. box if mail is not delivered to street address)	Room/suite	<b>G</b> Gross receipts \$ <b>47,091,462.</b>
	<b>1350 I Street, NW</b>	<b>300</b>	
	City or town, state or province, country, and ZIP or foreign postal code <b>Washington, DC 20005</b>		
<b>F</b> Name and address of principal officer: <b>Ms. Pamela Bailey</b> <b>same as C above</b>			<b>H(a)</b> Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <b>H(b)</b> Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions) <b>H(c)</b> Group exemption number
<b>I</b> Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) ( <b>6</b> ) (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527			
<b>J</b> Website: <b>www.gmaonline.org</b>			
<b>K</b> Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other			<b>L</b> Year of formation: <b>1909</b> <b>M</b> State of legal domicile: <b>DE</b>

**Part I Summary**

<b>Activities &amp; Governance</b>	1 Briefly describe the organization's mission or most significant activities: <b>GMA represents the world's leading food, beverage and consumer products companies.</b>		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets		
	3	Number of voting members of the governing body (Part VI, line 1a)	<b>45</b>
	4	Number of independent voting members of the governing body (Part VI, line 1b)	<b>45</b>
	5	Total number of individuals employed in calendar year 2014 (Part V, line 2a)	<b>114</b>
	6	Total number of volunteers (estimate if necessary)	<b>0</b>
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	<b>119,478.</b>
7b	Net unrelated business taxable income from Form 990-T, line 34	<b>94,424.</b>	
<b>Revenue</b>	8	Contributions and grants (Part VIII, line 1h)	<b>Prior Year 920,500. Current Year 1,187,247.</b>
	9	Program service revenue (Part VIII, line 2g)	<b>37,130,080. 39,605,529.</b>
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	<b>2,166,645. 2,690,261.</b>
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	<b>1,177,067. 1,159,133.</b>
	12	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	<b>41,394,292. 44,642,170.</b>
	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	<b>249,500. 924,618.</b>
	14	Benefits paid to or for members (Part IX, column (A), line 4)	<b>0. 0.</b>
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	<b>16,463,825. 16,047,419.</b>
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	<b>0. 0.</b>
	17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	<b>24,711,877. 27,383,030.</b>
<b>Expenses</b>	18	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	<b>41,425,202. 44,355,067.</b>
	19	Revenue less expenses Subtract line 18 from line 12	<b>&lt;30,910. 287,103.</b>
	20	Total assets (Part X, line 16)	<b>Beginning of Current Year 61,196,731. End of Year 48,069,416.</b>
<b>Net Assets or Fund Balances</b>	21	Total liabilities (Part X, line 26)	<b>30,174,152. 17,808,059.</b>
	22	Net assets or fund balances Subtract line 21 from line 20	<b>31,022,579. 30,261,357.</b>

**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

<b>Sign Here</b>	Signature of officer	Date
	<b>Mr. Steve McCroddan, Sr. VP, CFO, CAO</b>	<b>5/12/15</b>
<b>Paid Preparer</b>	Print/Type preparer's name	Preparer's signature
	<b>Thomas J. Raffa</b>	<b>5/11/15</b>
<b>Use Only</b>	Firm's name	Firm's EIN
	<b>Raffa, P.C.</b>	<b>52-1511275</b>
Firm's address		Phone no.
<b>1899 L Street, NW, Suite 900 Washington, DC 20036</b>		<b>(202) 822-5000</b>

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**Part III** Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

☒ X

- 1 Briefly describe the organization's mission.

GMA is the voice of the leading food, beverage and consumer products companies that sustain and enhance the quality of life for hundreds of millions of people in the United States and around the globe. GMA is an active, vocal advocate for its member companies and a trusted

- 2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?

☐ Yes ☒ No

If "Yes," describe these new services on Schedule O.

- 3 Did the organization cease conducting, or make significant changes in how it conducts, any program services?

☐ Yes ☒ No

If "Yes," describe these changes on Schedule O.

- 4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code \_\_\_\_\_) (Expenses \$ \_\_\_\_\_ including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

Public Communication: This program interacts with the news media and the public to provide information about GMA and its positions on a range of issues affecting the consumer products industry. This work includes facilitating media interviews, providing content for online and social media and developing materials and campaigns for use with media and others interested in GMA's views on legislation and government proposals. This communications work also occurs in support of industry initiatives such "Facts Up Front," a voluntary nutrient-based labeling system that summarizes important food nutrient information on the front of food and beverage packages and that is aligned with guidelines from the U.S. Food and Drug Administration and the U.S. Department Agriculture.

4b (Code \_\_\_\_\_) (Expenses \$ \_\_\_\_\_ including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

Government Affairs - Federal and State: This program monitors and advocates public policy issues affecting the consumer products industry and provides a link between the consumer products industry and Congressional and state decision makers by ensuring that sound science is included in the legislative decision making process where appropriate.

4c (Code \_\_\_\_\_) (Expenses \$ \_\_\_\_\_ including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

Scientific Affairs: Science and technology - Through its laboratory facilities and top food scientists, this program provides research, public policy support and scientific and technical assistance to the consumer products industry in the areas of food safety, chemistry, microbiology, nutrition, processing, packaging, waste disposal and other areas.

Regulatory affairs - This program monitors regulatory issues affecting the consumer products industry, develops strategies to advance regulations and policies and provides a link between the consumer products industry and regulatory decision makers such as the Food and Drug Administration, U.S. Department of Agriculture, and the Environmental Protection Agency.

- 4d Other program services (Describe in Schedule O)

(Expenses \$ \_\_\_\_\_ including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

- 4e Total program service expenses

**Part IV Checklist of Required Schedules**

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>		X
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> ?	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		X
4 <b>Section 501(c)(3) organizations.</b> Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>		
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>	X	
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>		X
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>		X
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>		X
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>	X	
b Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>	X	
c Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>		X
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>		X
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>	X	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>	X	
12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>		X
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>	X	
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
14a Did the organization maintain an office, employees, or agents outside of the United States?		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i>		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i>		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i>		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>		X
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>		X
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		

**Part IV Checklist of Required Schedules** (continued)

	Yes	No
<b>21</b> Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>	X	
<b>22</b> Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>		X
<b>23</b> Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>	X	
<b>24a</b> Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i>		X
<b>24b</b> Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
<b>24c</b> Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
<b>24d</b> Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
<b>25a</b> <b>Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>		
<b>25b</b> Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>		
<b>26</b> Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? <i>If "Yes," complete Schedule L, Part II</i>		X
<b>27</b> Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>		X
<b>28</b> Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions).		
<b>28a</b> A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		X
<b>28b</b> A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		X
<b>28c</b> An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i>		X
<b>29</b> Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>		X
<b>30</b> Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>		X
<b>31</b> Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>		X
<b>32</b> Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>		X
<b>33</b> Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>		X
<b>34</b> Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>	X	
<b>35a</b> Did the organization have a controlled entity within the meaning of section 512(b)(13)?	X	
<b>35b</b> If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>	X	
<b>36</b> <b>Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
<b>37</b> Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>		X
<b>38</b> Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19?	X	

**Note.** All Form 990 filers are required to complete Schedule O

Form 990 (2014)

**Part V Statements Regarding Other IRS Filings and Tax Compliance**Check if Schedule O contains a response or note to any line in this Part V ☐

		Yes	No
1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable.		
1b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable.		
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	X	
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return.		
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? <b>Note.</b> If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions).	X	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	X	
b	If "Yes," has it filed a Form 990-T for this year? If "No," to line 3b, provide an explanation in Schedule O.	X	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		X
b	If "Yes," enter the name of the foreign country: See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
c	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?		
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?	X	
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	X	
7	<b>Organizations that may receive deductible contributions under section 170(c).</b>		
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?		
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		
d	If "Yes," indicate the number of Forms 8282 filed during the year.		
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		
8	<b>Sponsoring organizations maintaining donor advised funds.</b> Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?		
9	<b>Sponsoring organizations maintaining donor advised funds.</b>		
a	Did the sponsoring organization make any taxable distributions under section 4966?		
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?		
10	<b>Section 501(c)(7) organizations.</b> Enter:		
a	Initiation fees and capital contributions included on Part VIII, line 12.		
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities.		
11	<b>Section 501(c)(12) organizations.</b> Enter:		
a	Gross income from members or shareholders.		
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)		
12a	<b>Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041?		
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year.		
13	<b>Section 501(c)(29) qualified nonprofit health insurance issuers.</b>		
a	Is the organization licensed to issue qualified health plans in more than one state? <b>Note.</b> See the instructions for additional information the organization must report on Schedule O.		
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans.		
c	Enter the amount of reserves on hand.		
14a	Did the organization receive any payments for indoor tanning services during the tax year?		X
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O.		

Form 990 (2014)

**Part VI Governance, Management, and Disclosure** For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI

☒**Section A. Governing Body and Management**

	Yes	No
<b>1a</b> Enter the number of voting members of the governing body at the end of the tax year If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.	45	
<b>1b</b> Enter the number of voting members included in line 1a, above, who are independent	45	
<b>2</b> Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2	X
<b>3</b> Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person?	3	X
<b>4</b> Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4	X
<b>5</b> Did the organization become aware during the year of a significant diversion of the organization's assets?	5	X
<b>6</b> Did the organization have members or stockholders?	6	X
<b>7a</b> Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a	X
<b>b</b> Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b	X
<b>8</b> Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
<b>a</b> The governing body?	8a	X
<b>b</b> Each committee with authority to act on behalf of the governing body?	8b	X
<b>9</b> Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O	9	X

**Section B. Policies** (This Section B requests information about policies not required by the Internal Revenue Code.)

	Yes	No
<b>10a</b> Did the organization have local chapters, branches, or affiliates?	10a	X
<b>b</b> If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b	
<b>11a</b> Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a	X
<b>b</b> Describe in Schedule O the process, if any, used by the organization to review this Form 990		
<b>12a</b> Did the organization have a written conflict of interest policy? If "No," go to line 13	12a	X
<b>b</b> Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	X
<b>c</b> Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	12c	X
<b>13</b> Did the organization have a written whistleblower policy?	13	X
<b>14</b> Did the organization have a written document retention and destruction policy?	14	X
<b>15</b> Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
<b>a</b> The organization's CEO, Executive Director, or top management official	15a	X
<b>b</b> Other officers or key employees of the organization	15b	X
If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions)		
<b>16a</b> Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a	X
<b>b</b> If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b	

**Section C. Disclosure**

**17** List the states with which a copy of this Form 990 is required to be filed **None**

**18** Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.  
☐ Own website    ☐ Another's website    ☒ Upon request    ☐ Other (explain in Schedule O)

**19** Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

**20** State the name, address, and telephone number of the person who possesses the organization's books and records. **Bill Pappas, VP & Controller - (202) 639-5900**  
**1350 I Street NW, Suite #300, Washington, DC 20005**

**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**Check if Schedule O contains a response or note to any line in this Part VII ☐**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees****1a** Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) Kendall Powell, General Mills Chair	2.00	X		X				0.	0.	0.
(2) William Cyr, Sunny Delight Beverages Co., Treasurer/Secretary	1.00	X		X				0.	0.	0.
(3) J.P. Bilbrey, The Hershey Co. Vice Chair	1.00	X		X				0.	0.	0.
(4) Salman Amin, S.C. Johnson & Son, Inc., Director	1.00	X						0.	0.	0.
(5) Jeffrey Ansell, Sun Products Corp., Director	1.00	X						0.	0.	0.
(6) John Bryant, Kellogg Co. Director	1.00	X						0.	0.	0.
(7) Mark Clouse, Mondelez Internat'l; Director	1.00	X						0.	0.	0.
(8) J. Alexander Douglas, Jr., Coca Cola; Director	1.00	X						0.	0.	0.
(9) Stanley Dunbar, Moody Dunbar Director	1.00	X						0.	0.	0.
(10) James Dwyer, Michael Foods Director	1.00	X						0.	0.	0.
(11) Gregg Engles, WhiteWave Foods Director	1.00	X						0.	0.	0.
(12) Jeffrey Ettinger, Hormel Foods Director	1.00	X						0.	0.	0.
(13) Thomas Ferriter, Bush Brothers & Co., Director	1.00	X						0.	0.	0.
(14) C.J. Fraleigh, Shearer's Foods, Inc., Director	1.00	X						0.	0.	0.
(15) Robert Gamgort, Pinnacle Foods Corp., Director	1.00	X						0.	0.	0.
(16) Chad Geise, Furmano Foods Director	1.00	X						0.	0.	0.
(17) William Gisell, Jr., Rich Products Corp., Director	1.00	X						0.	0.	0.



**Part VII** Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(18) Paul Grimwood, Nestle, USA, Inc., Director	1.00	X						0.	0.	0.
(19) Kenneth Guise, Jr., Knouse Foods, Director	1.00	X						0.	0.	0.
(20) James Hannan, Georgia-Pacific Director	1.00	X						0.	0.	0.
(21) Melanie Healey, Procter & Gamble, Director	1.00	X						0.	0.	0.
(22) Bradley Irwin, Welch Foods Director	1.00	X						0.	0.	0.
(23) Brian Kelley, Keurig Green Mountain, Director	1.00	X						0.	0.	0.
(24) Donald Knauss, The Clorox Co. Director	1.00	X						0.	0.	0.
(25) Kees Kruythoff, Unilever Director	1.00	X						0.	0.	0.
(26) Chris Lischewski, Bumble Bee Foods, LLC, Director	1.00	X						0.	0.	0.
<b>1b Sub-total</b>								0.	0.	0.
<b>c Total from continuation sheets to Part VII, Section A</b>								6,077,377.	0.	1906178.
<b>d Total (add lines 1b and 1c)</b>								6,077,377.	0.	1906178.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization

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- 3 Did the organization list any **former** officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual
- 4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual
- 5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person

	Yes	No
3		X
4	X	
5		X

**Section B. Independent Contractors**

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year

(A) Name and business address	(B) Description of services	(C) Compensation
PHD Media, LLC, 220 E. 42nd St., 7th Floor, New York, NY 10017	Adv. campaign/media buys-Facts Up Front	10,192,895.
Hogan & Lovells US LLP 555 13th Street, NW, Washington, DC 20004	Legal counsel	996,845.
FP1 Strategies, LLC, 1826 Jefferson Place, NW, Washington, DC 20036	Consulting - GMO & Strategic Planning	982,704.
Daniel J. Edelman, Inc., 1875 I Street, NW, Suite 900, Washington, DC 20006	Consulting-Facts Up Front	679,441.
Weber Merritt, 414 North Washington St., Suite 301, Alexandria, VA 22314	Consulting - GMO	612,168.

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization

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See Part VII, Section A Continuation sheets

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**Part VII** Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(27) Nils Lommerin, Del Monte Foods Co., Director	1.00	X						0.	0.	0.
(28) Mark McNeill, Clement Pappas & Co., Inc., Director	1.00	X						0.	0.	0.
(29) Apu Mody, Mars, Inc. Director	1.00	X						0.	0.	0.
(30) John Morgan, Morgan Foods, Inc. Director	1.00	X						0.	0.	0.
(31) Denise Morrison, Campbell Soup Co., Director	1.00	X						0.	0.	0.
(32) Gregory Page, Cargill, Inc. Director	1.00	X						0.	0.	0.
(33) Randy Papadellis, Ocean Spray Cranberries, Inc., Director	1.00	X						0.	0.	0.
(34) Fred Penny, Bimbo Bakeries USA Director	1.00	X						0.	0.	0.
(35) Andrew Peykoff II, Niagara Bottling, Director	1.00	X						0.	0.	0.
(36) Chris Policinski, Land O'Lakes, Inc., Director	1.00	X						0.	0.	0.
(37) C. Larry Pope, Smithfield Foods Director	1.00	X						0.	0.	0.
(38) Gary Rodkin, ConAgra Foods Director	1.00	X						0.	0.	0.
(39) Allen Shiver, Flowers Foods Director	1.00	X						0.	0.	0.
(40) P. Justin Skala, Colgate-Palmolive Co., Director	1.00	X						0.	0.	0.
(41) Richard Smucker, The J.M. Smucker Co., Director	1.00	X						0.	0.	0.
(42) Thomas Stokes, Tree Top, Inc., Director	1.00	X						0.	0.	0.
(43) W. Anthony Vernon, Kraft Foods Group, Director	1.00	X						0.	0.	0.
(44) Alan Wilson, McCormick & Co., Inc., Director	1.00	X						0.	0.	0.
(45) David Yanda, Lakeside Foods Director	1.00	X						0.	0.	0.
(46) Si Brown, Bruce Foods Director	1.00	X						0.	0.	0.
Total to Part VII, Section A, line 1c										

**Part VII** Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(47) Sean Connelly, Hillshire Brands Co., Director	1.00	X						0.	0.	0.
(48) Brian Cornell, PepsiCo, Inc. Director	1.00	X						0.	0.	0.
(49) George Deese, Flowers Foods Director	1.00	X						0.	0.	0.
(50) Katherine Doyle, Abbott Nutrition, Director	1.00	X						0.	0.	0.
(51) Brian Driscoll, Diamond Foods, Director	1.00	X						0.	0.	0.
(52) Joseph Gallo, E&J Gallo Winery, Director	1.00	X						0.	0.	0.
(53) Gary Prince, Bimbo Bakeries USA Director	1.00	X						0.	0.	0.
(54) Gregg Tanner, Dean Foods Director	1.00	X						0.	0.	0.
(55) David West, Del Monte Foods, Director	1.00	X						0.	0.	0.
(56) Reid McDonald, Faribault Foods, Director	1.00	X						0.	0.	0.
(57) Pamela Bailey, President & CEO	37.50			X				1,650,213.	0.	100,885.
(58) Steve McCroddan, Senior VP, CFO, CAO	37.50			X				331,878.	0.	108,110.
(59) Jim Flannery, Sr. Exec. VP-Operations & Industry Collaboration	37.50				X			806,482.	0.	122,653.
(60) Sean Darragh, Exec. VP - Global Strategies	37.50				X			524,135.	0.	45,976.
(61) Mary Sophos, Exec. VP-Policy/Strategic Planning	37.50				X			435,832.	0.	114,394.
(62) Leon Bruner, Exec. VP - Scientific/Regulatory Affairs	37.50				X			420,019.	0.	123,554.
(63) Louis Finkel, Exec. VP - Gov't Affairs (thru April 2014)	37.50				X			288,342.	0.	6,998.
(64) Michael Gruber, Senior VP-Federal Affairs	37.50				X			283,869.	0.	90,180.
(65) Sean McBride, Exec. VP - Communications (thru Jan. 2014)	37.50				X			160,080.	0.	136.
(66) Carla Mitchell, Senior VP-Human Resources	37.50					X		262,461.	0.	95,175.
Total to Part VII, Section A, line 1c										



**Part VIII Statement of Revenue**Check if Schedule O contains a response or note to any line in this Part VIII ☐

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514
<b>Contributions, Gifts, Grants and Other Similar Amounts</b>	1 a Federated campaigns	1a					
	b Membership dues	1b					
	c Fundraising events	1c					
	d Related organizations	1d					
	e Government grants (contributions)	1e					
	f All other contributions, gifts, grants, and similar amounts not included above	1f	1,187,247.				
	g Noncash contributions included in lines 1a-1f \$						
	h <b>Total.</b> Add lines 1a-1f			1,187,247.			
<b>Program Service Revenue</b>	2 a Membership dues	Business Code 900099		19,905,458.	19,905,458.		
	b Project funding	900099		17,001,719.	17,001,719.		
	c Conf's/conventions	900099		2,531,746.	2,531,746.		
	d Publications	900099		166,606.	166,606.		
	e						
	f All other program service revenue						
	g <b>Total.</b> Add lines 2a-2f			39,605,529.			
<b>Other Revenue</b>	3 Investment income (including dividends, interest, and other similar amounts)			1,946,895.			1,946,895.
	4 Income from investment of tax-exempt bond proceeds						
	5 Royalties			43,375.			43,375.
	6 a Gross rents	(i) Real	(ii) Personal				
	b Less: rental expenses						
	c Rental income or (loss)						
	d Net rental income or (loss)						
	7 a Gross amount from sales of assets other than inventory	(i) Securities	(ii) Other				
	b Less: cost or other basis and sales expenses						
	c Gain or (loss)						
	d Net gain or (loss)			743,366.			743,366.
	8 a Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18						
	b Less: direct expenses						
	c Net income or (loss) from fundraising events						
	9 a Gross income from gaming activities See Part IV, line 19						
	b Less: direct expenses						
	c Net income or (loss) from gaming activities						
	10 a Gross sales of inventory, less returns and allowances						
	b Less: cost of goods sold						
	c Net income or (loss) from sales of inventory						
<b>Miscellaneous Revenue</b>							
11 a Prof. services & other exp. reimb's	Business Code 900099		983,706.	983,706.			
b Advertising	541800		119,276.		119,276.		
c Sublease rental inc. **	900099		10,690.	10,690.			
d All other revenue	900099 & 900004		2,086.	1,884.	202.		
e <b>Total.</b> Add lines 11a-11d			1,115,758.				
12 <b>Total revenue.</b> See instructions.			44,642,170.	40,601,809.	119,478.	2,733,636.	

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11-07-14

\*\* Sublease income - from non-investment property; non-debt financed

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**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A)

Check if Schedule O contains a response or note to any line in this Part IX

☒ X

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21	919,618.			
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16	5,000.			
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	5,279,533.			
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	8,055,653.			
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	968,904.			
9 Other employee benefits	1,088,632.			
10 Payroll taxes	654,697.			
11 Fees for services (non-employees):				
a Management				
b Legal	273,378.			
c Accounting	73,473.			
d Lobbying	2,045,546.			
e Professional fundraising services. See Part IV, line 17				
f Investment management fees	233,569.			
g Other (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch O.)	7,796,216.			
12 Advertising and promotion	9,685,774.			
13 Office expenses	436,301.			
14 Information technology	201,621.			
15 Royalties				
16 Occupancy	2,215,339.			
17 Travel	902,955.			
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	2,307,609.			
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	441,551.			
23 Insurance	122,730.			
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a Dues	146,428.			
b Recruitment	131,407.			
c Lab supplies	80,980.			
d Provision for UBI exp.	33,763.			
e All other expenses	254,390.			
25 Total functional expenses. Add lines 1 through 24e	44,355,067.			
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.				

Check here ☐ if following SOP 98-2 (ASC 958-720)

**Part X Balance Sheet**Check if Schedule O contains a response or note to any line in this Part X ☐

		(A) Beginning of year		(B) End of year
<b>Assets</b>	1 Cash - non-interest-bearing	4,368,919.	1	1,030,731.
	2 Savings and temporary cash investments	22,858,490.	2	13,617,223.
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net	471,849.	4	616,662.
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instr). Complete Part II of Sch L		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use		8	
	9 Prepaid expenses and deferred charges	544,284.	9	461,395.
	10a Land, buildings, and equipment, cost or other basis. Complete Part VI of Schedule D	10a 8,810,412.		
	b Less: accumulated depreciation	10b 7,257,015.	10c	1,553,397.
	11 Investments - publicly traded securities	2,139,527.	11	2,886,531.
	12 Investments - other securities. See Part IV, line 11	29,197,845.	12	27,903,477.
	13 Investments - program-related. See Part IV, line 11		13	
	14 Intangible assets		14	
	15 Other assets. See Part IV, line 11		15	
16 <b>Total assets.</b> Add lines 1 through 15 (must equal line 34)	61,196,731.	16	48,069,416.	
<b>Liabilities</b>	17 Accounts payable and accrued expenses	4,495,591.	17	3,853,981.
	18 Grants payable		18	
	19 Deferred revenue	20,405,543.	19	8,184,538.
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22	
	23 Secured mortgages and notes payable to unrelated third parties		23	
	24 Unsecured notes and loans payable to unrelated third parties		24	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D	5,273,018.	25	5,769,540.
	26 <b>Total liabilities.</b> Add lines 17 through 25	30,174,152.	26	17,808,059.
	<b>Net Assets or Fund Balances</b>	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.		
27 Unrestricted net assets		31,022,579.	27	30,261,357.
28 Temporarily restricted net assets			28	
29 Permanently restricted net assets			29	
Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.				
30 Capital stock or trust principal, or current funds			30	
31 Paid-in or capital surplus, or land, building, or equipment fund			31	
32 Retained earnings, endowment, accumulated income, or other funds			32	
33 <b>Total net assets or fund balances</b>		31,022,579.	33	30,261,357.
34 <b>Total liabilities and net assets/fund balances</b>	61,196,731.	34	48,069,416.	

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**Part XI Reconciliation of Net Assets**

Check if Schedule O contains a response or note to any line in this Part XI

☒

1	Total revenue (must equal Part VIII, column (A), line 12)	1	44,642,170.
2	Total expenses (must equal Part IX, column (A), line 25)	2	44,355,067.
3	Revenue less expenses Subtract line 2 from line 1	3	287,103.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	31,022,579.
5	Net unrealized gains (losses) on investments	5	<674,958.>
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	<373,367.>
10	Net assets or fund balances at end of year Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	30,261,357.

**Part XII Financial Statements and Reporting**

Check if Schedule O contains a response or note to any line in this Part XII

☒

- 1 Accounting method used to prepare the Form 990: ☐ Cash ☒ Accrual ☐ Other \_\_\_\_\_  
If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O
- 2a Were the organization's financial statements compiled or reviewed by an independent accountant?  
If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both:  
☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis
- b Were the organization's financial statements audited by an independent accountant?  
If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both:  
☐ Separate basis ☒ Consolidated basis ☐ Both consolidated and separate basis
- c If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?  
If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.
- 3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?
- b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits

	Yes	No
2a		X
2b	X	
2c	X	
3a		X
3b		

Form 990 (2014)



**SCHEDULE C**  
**(Form 990 or 990-EZ)**

Department of the Treasury  
Internal Revenue Service

**Political Campaign and Lobbying Activities**

For Organizations Exempt From Income Tax Under section 501(c) and section 527

- ▶ **Complete if the organization is described below.** ▶ **Attach to Form 990 or Form 990-EZ.**  
▶ **Information about Schedule C (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).**

OMB No 1545-0047

**2014**

**Open to Public  
Inspection**

**If the organization answered "Yes," to Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then**

- Section 501(c)(3) organizations: Complete Parts I-A and B. Do not complete Part I-C.
- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B.
- Section 527 organizations: Complete Part I-A only.

**If the organization answered "Yes," to Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then**

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)): Complete Part II-A. Do not complete Part II-B.
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)): Complete Part II-B. Do not complete Part II-A.

**If the organization answered "Yes," to Form 990, Part IV, line 5 (Proxy Tax) (see separate instructions) or Form 990-EZ, Part V, line 35c (Proxy Tax) (see separate instructions), then**

- Section 501(c)(4), (5), or (6) organizations: Complete Part III.

Name of organization

Grocery Manufacturers Association

Employer identification number

53-0114930

**Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.**

- 1 Provide a description of the organization's direct and indirect political campaign activities in Part IV.
- 2 Political expenditures ▶ \$ \_\_\_\_\_
- 3 Volunteer hours \_\_\_\_\_

**Part I-B Complete if the organization is exempt under section 501(c)(3).**

- 1 Enter the amount of any excise tax incurred by the organization under section 4955 ▶ \$ \_\_\_\_\_
- 2 Enter the amount of any excise tax incurred by organization managers under section 4955 ▶ \$ \_\_\_\_\_
- 3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? ☐ Yes ☐ No
- 4a Was a correction made? ☐ Yes ☐ No
- b If "Yes," describe in Part IV

**Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).**

- 1 Enter the amount directly expended by the filing organization for section 527 exempt function activities ▶ \$ \_\_\_\_\_
- 2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities ▶ \$ \_\_\_\_\_
- 3 Total exempt function expenditures. Add lines 1 and 2. Enter here and on Form 1120-POL, line 17b ▶ \$ \_\_\_\_\_
- 4 Did the filing organization file Form 1120-POL for this year? ☐ Yes ☐ No
- 5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments. For each organization listed, enter the amount paid from the filing organization's funds. Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC). If additional space is needed, provide information in Part IV

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds. If none, enter -0-	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0-
GMA Political Action Committee	1350 I St. NW Wash., DC 20005	91-1981944	0.	16,950.

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule C (Form 990 or 990-EZ) 2014

LHA  
432041  
10-21-14

**Part II-A** Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- A Check ☐ if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures)
- B Check ☐ if the filing organization checked box A and "limited control" provisions apply.

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)		(a) Filing organization's totals	(b) Affiliated group totals												
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)															
b Total lobbying expenditures to influence a legislative body (direct lobbying)															
c Total lobbying expenditures (add lines 1a and 1b)															
d Other exempt purpose expenditures															
e Total exempt purpose expenditures (add lines 1c and 1d)															
f Lobbying nontaxable amount. Enter the amount from the following table in both columns.															
<table border="1"> <thead> <tr> <th>If the amount on line 1e, column (a) or (b) is:</th> <th>The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e.</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000.</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000.</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000.</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000.</td> </tr> </tbody> </table>		If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e.	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.	Over \$17,000,000	\$1,000,000.		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:														
Not over \$500,000	20% of the amount on line 1e.														
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.														
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.														
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.														
Over \$17,000,000	\$1,000,000.														
g Grassroots nontaxable amount (enter 25% of line 1f)															
h Subtract line 1g from line 1a. If zero or less, enter -0-															
i Subtract line 1f from line 1c. If zero or less, enter -0-															
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?															

☐ Yes ☐ No
**4-Year Averaging Period Under section 501(h)**

(Some organizations that made a section 501(h) election do not have to complete all of the five columns below.

See the separate instructions for lines 2a through 2f.)

**Lobbying Expenditures During 4-Year Averaging Period**

Calendar year (or fiscal year beginning in)	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column (e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Schedule C (Form 990 or 990-EZ) 2014



**SCHEDULE D**  
(Form 990)Department of the Treasury  
Internal Revenue Service**Supplemental Financial Statements**▶ Complete if the organization answered "Yes" to Form 990,  
Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.  
▶ Attach to Form 990.▶ Information about Schedule D (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No 1545-0047

**2014**Open to Public  
Inspection

Name of the organization

Grocery Manufacturers Association

Employer identification number

53-0114930

**Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.** Complete if the organization answered "Yes" to Form 990, Part IV, line 6

1 Total number at end of year

2 Aggregate value of contributions to (during year)

3 Aggregate value of grants from (during year)

4 Aggregate value at end of year

(a) Donor advised funds

(b) Funds and other accounts

5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?

☐ Yes☐ No

6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?

☐ Yes☐ No**Part II Conservation Easements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 7

1 Purpose(s) of conservation easements held by the organization (check all that apply)

☐ Preservation of land for public use (e.g., recreation or education)☐ Preservation of a historically important land area☐ Protection of natural habitat☐ Preservation of a certified historic structure☐ Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

a Total number of conservation easements

b Total acreage restricted by conservation easements

c Number of conservation easements on a certified historic structure included in (a)

d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register

Held at the End of the Tax Year

2a

2b

2c

2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶

4 Number of states where property subject to conservation easement is located ▶

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?

☐ Yes☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ▶

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ▶ \$

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?

☐ Yes☐ No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 8

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenue included in Form 990, Part VIII, line 1

▶ \$

(ii) Assets included in Form 990, Part X

▶ \$

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenue included in Form 990, Part VIII, line 1

▶ \$

b Assets included in Form 990, Part X

▶ \$

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets** (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a ☐ Public exhibition  
 b ☐ Scholarly research  
 c ☐ Preservation for future generations  
 d ☐ Loan or exchange programs  
 e ☐ Other \_\_\_\_\_

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

**Part IV Escrow and Custodial Arrangements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIII and complete the following table:

- c Beginning balance  
 d Additions during the year  
 e Distributions during the year  
 f Ending balance

	Amount
1c	
1d	
1e	
1f	

2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII ☐

**Part V Endowment Funds.** Complete if the organization answered "Yes" to Form 990, Part IV, line 10

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a Board designated or quasi-endowment ► \_\_\_\_\_ %  
 b Permanent endowment ► \_\_\_\_\_ %  
 c Temporarily restricted endowment ► \_\_\_\_\_ %

The percentages in lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i) unrelated organizations  
 (ii) related organizations

b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?

	Yes	No
3a(i)		
3a(ii)		
3b		

4 Describe in Part XIII the intended uses of the organization's endowment funds

**Part VI Land, Buildings, and Equipment.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements		2,976,420.	2,375,021.	601,399.
d Equipment		2,141,313.	1,831,632.	309,681.
e Other		3,692,679.	3,050,362.	642,317.
Total. Add lines 1a through 1e (Column (d) must equal Form 990, Part X, column (B), line 10c) ►				1,553,397.

Schedule D (Form 990) 2014

**Part VII Investments - Other Securities.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A) Institutional funds		
(B) (partnerships)	27,903,477.	End-of-Year Market Value
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
<b>Total.</b> (Col. (b) must equal Form 990, Part X, col. (B) line 12.)	27,903,477.	

**Part VIII Investments - Program Related.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
<b>Total.</b> (Col. (b) must equal Form 990, Part X, col. (B) line 13.)		

**Part IX Other Assets.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 15.)	

**Part X Other Liabilities.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) Deferred rent	988,581.
(3) Deferred lease benefit	516,384.
(4) Accrued pension and	
(5) post-retirement benefits	4,264,575.
(6)	
(7)	
(8)	
(9)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 25.)	5,769,540.

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII ☒

**Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements	1	43,935,061.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12		
a	Net unrealized gains (losses) on investments	2a	<674,958.>
b	Donated services and use of facilities	2b	
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIII.)	2d	401,080.
e	Add lines 2a through 2d	2e	<273,878.>
3	Subtract line 2e from line 1	3	44,208,939.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	233,569.
b	Other (Describe in Part XIII.)	4b	199,662.
c	Add lines 4a and 4b	4c	433,231.
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5	44,642,170.

**Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements	1	44,627,450.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIII.)	2d	705,614.
e	Add lines 2a through 2d	2e	705,614.
3	Subtract line 2e from line 1	3	43,921,836.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	233,569.
b	Other (Describe in Part XIII.)	4b	199,662.
c	Add lines 4a and 4b	4c	433,231.
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	5	44,355,067.

**Part XIII Supplemental Information.**

Provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2, Part XI, lines 2d and 4b, and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

**Part X, Line 2:**

Management reviews and assesses all activities annually to identify any changes in the scope of the activities and revenue sources and the tax treatment thereof to identify any uncertain tax positions. For the year ended December 31, 2014, management did not identify any uncertain tax positions requiring recognition or disclosure in the financial statements.

**Part XI, Line 2d - Other Adjustments:**

Revenue of entities other than GMA included in the consolidated audited financial statements, net of elimination entries. 401,080.

**Part XIII** Supplemental Information (continued)Part XI, Line 4b - Other Adjustments:

Claims reimbursements- reported as rev. on the Form 990  
in accordance with guidance from the IRS but netted with  
expenses in the audited consolidated financial statements. 199,662.

Part XII, Line 2d - Other Adjustments:

Expenses of entities other than GMA included in the  
consolidated audited financial statements, net of  
elimination entries. 705,614.

Part XII, Line 4b - Other Adjustments:

Claims reimbursements- reported as rev. on the Form 990  
in accordance with guidance from the IRS but netted with  
expenses in the audited consolidated financial statements. 199,662.



**SCHEDULE I**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**  
Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22.  
► Attach to Form 990.

OMB No. 1545-0047

**2014**

Open to Public  
Inspection

Name of the organization

► Information about Schedule I (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

Employer identification number  
**53-0114930**

**Part I** General Information on Grants and Assistance

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?

☒ Yes ☐ No

2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States

**Part II** Grants and Other Assistance to Domestic Organizations and Domestic Governments. Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Michigan State University 426 Auditorium Rd., Room 360 East Lansing, MI 48824	38-6005984	501(c)(3)	400,000.	0.			Conditional support of a center for ingredient safety and risk assessment
Oregonians Against the Misleading Labeling Measure - P.O. Box 8828 - Portland, OR 97207	47-1123144	501(c)(4)	150,000.	0.			General support
Coalition Against the Misleading Labeling Initiative - 1999 Broadway St., Suite 4190 - Denver, CO 80202	46-5051617	501(c)(4)	100,000.	0.			General support
The Johns Hopkins Univ.-Center for Alternative to Animal Testing - 651 N. Wolfe Street, Suite W7032 - Baltimore, MD 21205	52-0595110	501(c)(3)	50,000.	0.			Support for product safety testing
Partnership for Food Safety Education - 2345 Crystal Drive, Suite 800 - Arlington, VA 22202	75-2977151	501(c)(3)	40,000.	0.			General support
Washington Legal Foundation 2009 Massachusetts Ave., NW Washington, DC 20036	52-1071570	501(c)(3)	35,000.	0.			General support
2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table							18.
3 Enter total number of other organizations listed in the line 1 table							9.

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule I (Form 990) (2014)

**Part II** Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II.)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Senate President's Forum 66 Witherspoon St. Princeton, NJ 08540	22-3284046	501(c)(3)	28,375.	0.			General support & educational programming
State Legislative Leaders Foundation - 1645 Falmouth Rd., Building D - Centerville, MA 02632	23-7148478	501(c)(3)	27,500.	0.			General support
U.S. Chamber Litigation Center 1615 H Street, NW Washington, DC 20062	52-1085809	501(c)(6)	15,000.	0.			General support
The Children's Inn at NIH 7 West Dr. Bethesda, MD 20814	52-1638207	501(c)(3)	10,000.	0.			General support
Alzheimer's Association - National Capital Area Chapter - 3701 Pender Drive, Suite 400 - Fairfax, VA 22030	13-3039601	501(c)(3)	10,000.	0.			General support
International Food Information Council - 1100 Connecticut Ave., NW, Suite 430 - Washington, DC 20036	52-1709212	501(c)(3)	7,143.	0.			General support
USAFMC-United States Association of Former Members of Congress - 1401 K Street, NW, Suite 503 - Washington, DC 20005	54-0883744	501(c)(3)	6,000.	0.			General support

Schedule I (Form 990)

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
Part IV Supplemental Information. Provide the information required in Part I, line 2, Part III, column (b), and any other additional information					

Part I, Line 2:

Contributions are made with the general understanding that funding will be used to support a specific program (general contribution) or research grant (with an expected deliverable) that is aligned with the interests of the consumer products industry and/or their customers. General contributions are made to well-established organizations known for successfully accomplishing specific goals of interest while research grants are made by program managers who receive updates and monitor progress to ensure research deliverables are completed.

**SCHEDULE J**  
**(Form 990)**

**Compensation Information**

OMB No 1545-0047

**2014**

Open to Public  
Inspection

Department of the Treasury  
Internal Revenue Service

For certain Officers, Directors, Trustees, Key Employees, and Highest  
Compensated Employees

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.

▶ Attach to Form 990.

▶ Information about Schedule J (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

Name of the organization

**Grocery Manufacturers Association**

Employer identification number

**53-0114930**

**Part I Questions Regarding Compensation**

**1a** Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items

☒ First-class or charter travel

☐ Housing allowance or residence for personal use

☒ Travel for companions

☐ Payments for business use of personal residence

☐ Tax indemnification and gross-up payments

☒ Health or social club dues or initiation fees

☐ Discretionary spending account

☒ Personal services (e.g., maid, chauffeur, chef)

**b** If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain

**1b** ☒

**2** Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked in line 1a?

**2** ☒

**3** Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III

☒ Compensation committee

☒ Written employment contract

☒ Independent compensation consultant

☒ Compensation survey or study

☒ Form 990 of other organizations

☒ Approval by the board or compensation committee

**4** During the year, did any person listed in Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization.

**a** Receive a severance payment or change-of-control payment?

**4a** ☒

**b** Participate in, or receive payment from, a supplemental nonqualified retirement plan?

**4b** ☒

**c** Participate in, or receive payment from, an equity-based compensation arrangement?

**4c** ☒

If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

**Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.**

**5** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of

**a** The organization?

**5a**

**b** Any related organization?

**5b**

If "Yes" to line 5a or 5b, describe in Part III.

**6** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of

**a** The organization?

**6a**

**b** Any related organization?

**6b**

If "Yes" to line 6a or 6b, describe in Part III

**7** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III

**7**

**8** Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III

**8**

**9** If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

**9**

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2014

**Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use duplicate copies if additional space is needed

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

**Note.** The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title	(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred in prior Form 990
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) Pamela Bailey President & CEO	(i) 1,202,890.	416,680.	30,643.	969,749.	39,103.	2,659,065.	416,680.
(2) Steve McCroddan Senior VP, CFO, CAO	(ii) 0.	0.	0.	0.	0.	0.	0.
(3) Jim Flannery, Sr. Exec. VP- Operations & Industry Collaboration	(i) 276,878.	55,000.	0.	90,420.	17,690.	439,988.	55,000.
(4) Sean Darragh Exec. VP - Global Strategies	(ii) 0.	0.	0.	0.	0.	0.	0.
(5) Mary Sophos Exec. VP-Policy/Strategic Planning	(i) 585,482.	221,000.	0.	105,545.	17,108.	929,135.	71,000.
(6) Leon Bruner, Exec. VP - Scientific/Regulatory Affairs	(ii) 0.	0.	0.	0.	0.	0.	0.
(7) Louis Finkel, Exec. VP - Gov't Affairs (thru April 2014)	(i) 499,135.	25,000.	0.	28,868.	17,108.	570,111.	25,000.
(8) Michael Gruber Senior VP-Federal Affairs	(ii) 0.	0.	0.	0.	0.	0.	0.
(9) Sean McBride, Exec. VP - Communications (thru Jan. 2014)	(i) 385,832.	50,000.	0.	111,910.	2,484.	550,226.	50,000.
(10) Carla Mitchell Senior VP-Human Resources	(ii) 0.	0.	0.	0.	0.	0.	0.
(11) Robert Burns, Senior VP-Health & Nutrition Policy	(i) 351,019.	69,000.	0.	106,720.	16,834.	543,573.	69,000.
(12) Emilia Lonardo, VP-Consumer Product Safety & Science Policy	(ii) 0.	0.	0.	0.	0.	0.	0.
(13) Karin Moore VP & General Counsel	(i) 150,842.	100,000.	37,500.	0.	6,998.	295,340.	100,000.
(14) George Dunaif (thru Oct. 2014) VP-Food Safety & Tech. Services	(ii) 0.	0.	0.	0.	0.	0.	0.
	(i) 227,215.	56,654.	0.	73,954.	16,226.	374,049.	15,000.
	(ii) 0.	0.	0.	0.	0.	0.	0.
	(i) 37,980.	0.	122,100.	0.	136.	160,216.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
	(i) 222,461.	40,000.	0.	78,670.	16,505.	357,636.	40,000.
	(ii) 0.	0.	0.	0.	0.	0.	0.
	(i) 229,501.	12,500.	0.	45,677.	12,106.	299,784.	12,500.
	(ii) 0.	0.	0.	0.	0.	0.	0.
	(i) 222,322.	8,250.	0.	39,901.	6,229.	276,702.	8,000.
	(ii) 0.	0.	0.	0.	0.	0.	0.
	(i) 211,782.	14,000.	0.	53,993.	17,366.	297,141.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
	(i) 210,711.	5,000.	0.	0.	14,878.	230,589.	5,000.
	(ii) 0.	0.	0.	0.	0.	0.	0.
	(i) 0.	0.	0.	0.	0.	0.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.
	(i) 0.	0.	0.	0.	0.	0.	0.
	(ii) 0.	0.	0.	0.	0.	0.	0.

**Part III** Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

**Part I, Line 1a:**

First class travel for the President and CEO was provided in accordance

with the employment agreement. Such costs were required to be

substantiated via receipts and itinerary submitted. All travel was

business related.

Spousal travel was included as part of the contract agreement between GMA

and its President and CEO. All spousal travel was required to comply with

GMA expense reporting policies.

Gym membership fees for the President and CEO of GMA were provided and were

appropriately reported on the individual's Form W-2 issued by GMA.

Personal legal services related to the President and CEO's employment

contract with GMA were paid by GMA as provided for in the employment

agreement.

Schedule J, Part II, Column C, "retirement and other deferred compensation"

includes both GMA's 2014 contributions to a 401k plan for these

**Part III** Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information

individuals, GMA's 2014 contribution to a 457f Plan for the President and CEO and 2014 performance bonuses which were paid subsequent to March 15, 2015 and therefore considered deferred compensation for tax reporting purposes. Performance bonuses awarded for 2013 were paid subsequent to March 15, 2014 and were reported as deferred compensation in the 2013 Form 990 and are reported in Column F and Column B(ii) of the 2014 Form Schedule J.

**Part I, Lines 4a-b:**

Line 4a: Payment of \$122,100 to Sean McBride.

Line 4b: GMA has a 457(f) Plan for its President and CEO. The employer's contribution to this Plan in 2014, in accordance with the employment contract between GMA and its President and CEO and as approved by the compensation committee of the Board of Directors, was \$449,300.

**SCHEDULE O**  
**(Form 990 or 990-EZ)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No 1545-0047

**2014**

Open to Public  
Inspection

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Grocery Manufacturers Association

Employer identification number  
53-0114930

Form 990, Part III, Line 1, Description of Organization Mission:

source of information about the industry and the products consumers  
rely on and enjoy every day. GMA and its member companies are  
committed to meeting the needs of consumers through product innovation,  
responsible business practices and effective public policy solutions  
developed through a genuine partnership with policymakers and other  
stakeholders. In keeping with its founding principles, GMA helps its  
members produce safe products through a strong and ongoing commitment  
to scientific research, testing and evaluation and helps provide  
consumers with the products, tools and information they need to achieve  
a healthy diet and an active lifestyle. For more information, visit  
[www.gmaonline.org](http://www.gmaonline.org).

Form 990, Part III, Line 4c, Program Service Accomplishments:

Consumer Claims: The Claims Program's mission is to use its legal and  
scientific expertise to help GMA member companies successfully resolve  
their product liability claims. By quickly resolving valid claims and  
aggressively defending those without merit, the Claims Program protects  
consumer confidence and brand integrity in the food, beverage, and  
consumer products industry.

The Scientific Affairs program also provides conferences and  
conventions which serve as a forum to exchange ideas and knowledge  
related to the consumer products industry. Workshops and webinars are  
also provided which increase the overall awareness of the industry to  
regulatory changes and research development.



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Form 990, Part III, Line 4d, Other Program Services:

Industry Affairs: This program provides an understanding of the drivers of sales and sales promotion, works to reduce the total cost of the industry supply chain, improve customer service levels and improve industry performance through metrics and benchmark development. This program also provides conferences and conventions which serve as a forum to exchange ideas and knowledge related to the consumer products industry.

Global Strategy: Through this program, GMA works to eliminate tariff and non-tariff trade barriers, harmonize standards for food, beverage and consumer products, encourage border efficiencies and advocate common-sense policies related to investment and tax, intellectual property and counterfeiting, multi-lateral organization activity, market-based commodity prices and customs facilitation.

Meetings: Conferences through this department create a forum for gathering the most influential leaders from the food, beverage and consumer products industry for collaborative learning, trend-spotting, and problem solving, all with the goal of ensuring a bright and vibrant future for our industry, our employees and the consumers we serve.

Membership: Through this program, GMA staff seek to retain existing members and recruit new members.

Form 990, Part VI, Section A, line 6:

There are three categories of membership in GMA:

1. General members: General membership is limited to 1) entities engaged

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in the manufacture of food, beverage and consumer products; 2) sales agencies engaged in sales and marketing or merchandising of food, beverage and consumer products; and 3) suppliers by invitation only. General members can participate on councils and committees, ultimately helping to drive GMA's agenda.

2. Associate members: Associate membership is limited to entities engaged in providing products or services to the food, beverage and consumer product industry and interested in the well-being and success of grocery product manufacturers.

3. Chain Restaurant Corporate Headquarters Members: Any company actively and regularly engaged in furnishing food and/or beverage retail services to the public at multiple locations ("chain restaurants") is qualified to become a Chain Restaurant Corporate headquarters member.

Form 990, Part VI, Section A, line 7a:

The governing body of GMA is its Board of Directors. The Board of Directors shall elect from its members a Nominating Committee. The Nominating Committee shall propose candidates for election as directors at each Annual Meeting, as officers and as members of the Executive Committee and the Finance and Audit Committee and shall propose candidates for election to these positions as vacancies occur. Members of the Board are generally elected to three-year terms but there is no limit to the number of terms an individual director may serve. Officers, including the Chair, Vice Chair, Secretary and Treasurer, shall be elected for a term of two years. The Chair and Vice Chair may hold their respective offices for not more than one term.

Form 990, Part VI, Section A, line 7b:

432212  
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Decisions involving proposed mergers or liquidation would be brought before the full membership for approval.

Form 990, Part VI, Section B, line 11:

GMA's Federal Form 990 is reviewed by its accounting staff, including the Director of Accounting, Controller and CFO and by in-house legal counsel. Such review takes place upon receipt of the draft Form 990 received from the independent public accounting firm who conducts the consolidated financial statement audit of GMA. The review involves comparison of financial data in the Form 990 with the audited financial statements and the books and records of GMA and review of all narrative information for accuracy and completeness by the appropriate GMA staff. Additionally, a report is made to GMA's Finance and Audit Committee.

Form 990, Part VI, Section B, Line 12c:

In addition to the written conflict of interest policy, GMA's in-house legal counsel regularly reviews antitrust provisions, which specifically address conflict of interest provisions, at board meetings and most committee meetings. The objective members of the GMA Finance and Audit Committee shall make an initial determination as to whether a conflict exists and what subsequent action is appropriate, if any. The GMA Finance and Audit Committee shall inform the Board of such determination and action. The Board shall retain the right to modify or reverse such determination and action, and shall retain the ultimate enforcement authority with respect to the interpretation and application of this policy.

Form 990, Part VI, Section B, Line 15:

432212  
08-27-14

Schedule O (Form 990 or 990-EZ) (2014)

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Pay comparability data is gathered from a variety of publicly available sources including published survey data and Form 990's. Specific to the President and CEO, a salary survey was obtained and the total compensation reviewed and approved by the compensation committee of the Board of Directors.

Compensation recommendations for key positions are reviewed by an independent compensation consultant and GMA's CEO.

Form 990, Part VI, Section C, Line 19:

GMA makes its Form 990 available upon request. Audited financial statements and governing documents may be made available upon GMA's consideration of the request.

Form 990, Part IX, Line 11g, Other Fees:

Defense of Brands consulting & professional fees	3,953,735.
Facts Up Front consulting & professional fees	1,799,178.
Project consulting fees for strategic initiatives	1,612,240.
Other general consulting fees	307,911.
Temporary help	104,827.
Payroll administrative fees	18,325.
Total Other Fees on Form 990, Part IX, line 11g, Col A	7,796,216.

Form 990, Part XI, line 9, Changes in Net Assets:

Unrecognized actuarial loss	-373,367.
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Form 990, Part XII, Line 2c

Explanation: The Finance and Audit Committee of the Grocery

Manufacturers Association is responsible, annually, for the approval of

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the independent public accounting firm who conducts the consolidated financial statement audit of GMA and for the approval of the consolidated audited financial statements. This process is unchanged from the prior year.

## Related Organizations and Unrelated Partnerships

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.

► **Attach to Form 990.**

► Information about Schedule R (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

2014

**Open to Public Inspection**

Name of the organization

**Employer identification**  
**53-0114930**

## Grocery Manufacturers Association

**Part I Identification of Disregarded Entities Complete if the organization answered "Yes" on Form 990, Part IV, line 33.**

[illegible]

**Part II** Identification of Related Tax-Exempt Organizations Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.

[illegible]

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule R (Form 990) 2014

**Part III** Identification of Related Organizations Taxable as a Partnership Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year

[illegible]

**Part IV**  
**Identification of Related Organizations Taxable as a Corporation or Trust Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.**

[illegible]

**Part V Transactions With Related Organizations** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.**Note.** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.**1** During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?**a** Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity**b** Gift, grant, or capital contribution to related organization(s)**c** Gift, grant, or capital contribution from related organization(s)**d** Loans or loan guarantees to or for related organization(s)**e** Loans or loan guarantees by related organization(s)**f** Dividends from related organization(s)**g** Sale of assets to related organization(s)**h** Purchase of assets from related organization(s)**i** Exchange of assets with related organization(s)**j** Lease of facilities, equipment, or other assets to related organization(s)**k** Lease of facilities, equipment, or other assets from related organization(s)**l** Performance of services or membership or fundraising solicitations for related organization(s)**m** Performance of services or membership or fundraising solicitations by related organization(s)**n** Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)**o** Sharing of paid employees with related organization(s)**p** Reimbursement paid to related organization(s) for expenses**q** Reimbursement paid by related organization(s) for expenses**r** Other transfer of cash or property to related organization(s)**s** Other transfer of cash or property from related organization(s)**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) GMA Science and Education Foundation	A	10,691.Fair value	
(2) GMA Science and Education Foundation	L	214,300.Fair value	
(3) GMA Science and Education Foundation	O	498,685.Fair value	
(4) GMA Science and Education Foundation	P	216,778.Fair value	
(5)			
(6)	55		





**Part VII** Supplemental Information

Provide additional information for responses to questions on Schedule R (see instructions)

Lined area for supplemental information.

Asset No	Description	Date Acquired	Method	Life	Line No	Unadjusted Cost Or Basis	Bus % Excl	Reduction In Basis	Basis For Depreciation	Accumulated Depreciation	Current Sec 179	Current Year Deduction
1	Leasehold improvements	Varies	SL	varies	16	2976420.			2976420.	2375021.		102,076.
2	Equipment	Varies	SL	varies	16	2141313.			2141313.	1831632.		99,706.
3	Furniture	Varies	SL	varies	16	2040110.			2040110.	1594909.		121,375.
4	Software	Varies	SL	varies	16	1652569.			1652569.	1455453.		118,394.
* Total 990 Page 10 Depr						8810412.		0.	8810412.	7257015.	0.	441,551.